

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

October 18, 1996

RJR Account #315288

Mr. B. Grismore  
DOWLINGS, INC.

## DECEMBER DORAL B2G1F / PROMOTION #601794

Dear Bud:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 105 skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
<i>Full Flavor Kg</i>	12300-22268	2	12300-16612	2
<i>Light 100</i>	12300-22264	2	12300-15212	2

Product PO # 1125B; Displays PO # 1125A

Product / Premium Arrival:

November 18, 1996

Ship Date to Retail:

Week of: November 25, 1996

SKU CUBE:

1.0400

SKU WT (w/o Product):

4.0000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons.

EFT \$ Amount:

\$2,959.70

Non-EFT \$ Amount:

\$N/A

51862 3741

-2-

B2G1F

DOWLINGS, INC.

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

**SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE  
ATTACHED CUSTOMER LIST**

**SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$210.00 (7.5 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J, Campbell  
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DEC'DOR.DOC

51862 3742

09/13/96 15:57

SIS - VAP SCROLL LIST

IMS904B1 PAGE: 043

WHOLESALER: 315288 DOWLING INC.

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F  
 BRAND STYLES: FF / FF 100 / LT / LT 100

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
3278	89125	1622 01	MAIN STREET MOBIL	CORNER MAIN & MINER	CANTON	NY	A 12	344	
2403	423718	1622 01	COLTON MINI MART	BOX 111 - RT 56 & 58	COLTON	NY	A 12	103	
2542	530068	1622 01	SEVEN TO ELEVEN M MT	ROUTE 3	SARANAC	NY	A 12	155	
3079	386858	1623 01	EAST ROAD VARIETY	EAST ROAD	BENNINGTON	VT	A 24	150	
3397	399687	1623 01	MARTIN'S MINI MART	MAIN STREET	BENNINGTON	VT	2794-02-00 C 24	3000	
4041	632630	1623 01	MARTINS SOUTH	510 SOUTH STREET	BENNINGTON	VT	A 24	105	
3807	634138	1623 01	ABBOTT & STAPLES	RTE. 7A	MANCHESTER CTR	VT	A 04	50	
	73037	1623 02	COLONIAL DELI MART	50 SUSIE WILSON RD	ESSEX JUNCTION	VT	A 12	220	
	113504	1623 02	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	A 12	150	
	113507	1623 02	LAROW'S MARKET	NORTH ST	BURLINGTON	VT	A 12	161	
	113549	1623 02	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	A 12	312	
2653	113584	1623 02	TOM & KIM'S MKT., INC	US RT 2	WILLISTON	VT	A 12	104	
	113590	1623 02	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	2794-02-00 A 12	125	
2463	113912	1623 02	PARK FILLING STATION	3 WEST ST	BRISTOL	VT	A 24	215	
90068	113917	1623 02	BLAISE'S CTY STORE	ROUTE #116, SOUTH	HINESBURG	VT	A 12	110	
	113966	1623 02	MARBLE'S STORE	HINESBURG RD	EAST CHARLOTTE	VT	A 12	105	
	114008	1623 02	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	A 12	145	
2218	114012	1623 02	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	A 24	439	
	114052	1623 02	LUCKY SPOT VARIETY	RT 117	RICHMOND	VT	A 12	113	
2355	114080	1623 02	ESSEX DISCOUNT BEV.	ROUTE #15	ESSEX CENTER	VT	C 24	498	
				76 CENTER ROAD					
	114105	1623 02	BRADLEY'S GENERAL	RT 15	JOHNSON	VT	A 24	143	
2699	233093	1623 02	F.W. WOOLWORTH #173	37 CHURCH ST	BURLINGTON	VT	0534-00-00 A 00	160	
2710	289988	1623 02	WEST ADDISON GENERAL	RT#17 & LAKE RD	WEST ADDISON	VT	A 24	806	
	290017	1623 02	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	A 12	130	
3033	303495	1623 02	SIMON'S	974 SHELBURNE RD	SOUTH BURLINGTO	VT	1519-00-00 A 00	135	
	309215	1623 02	CHAMPLAIN FARMS	RTE. 100	WAITSFIELD	VT	1657-00-00 A 01	79	
2714	315948	1623 02	CHAMPLAIN FARMS	1041 SHELBURNE RD	SOUTH BURLINGTO	VT	A 12	75	
	324703	1623 02	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	A 12	107	
2157	328735	1623 02	KERRY'S KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	A 12	137	
	400847	1623 02	AIRPORT MOBIL	1801 WILLISTON RD	SOUTH BURLINGTO	VT	A 24	183	
2588	420382	1623 02	CHAMPLAIN FARMS	315 SHELBURNE RD	BURLINGTON	VT	A 24	168	
	448637	1623 02	DORSET ST BEV CTR	364 DORSET ST	SOUTH BURLINGTO	VT	A 12	109	
2858	456241	1623 02	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	2794-02-00 A 12	700	
	470566	1623 02	SIMON'S ESSEX	134 JERICHO RD	ESSEX CENTER	VT	1519-00-00 A 00	91	
2511	500924	1623 02	TAFT COR. SHORT STOP	JCT. 2 & 2A #024	WILLISTON	VT	2794-02-00 A 04	300	
2448	512774	1623 02	MOBIL SHORT STOP 007	977 SHELBURNE RD	SOUTH BURLINGTO	VT	2794-02-00 A 00	149	
2987	520500	1623 02	STOWE CAR WASH	RTE. 100	STOWE	VT	A 01	75	
2169	555572	1623 02	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	A 24	168	
	571864	1623 02	CAPITOL MOBIL	108 STATE ST	MONTPELIER	VT	1657-00-00 A 01	50	
2449	576934	1623 02	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGTO	VT	2794-02-00 A 00	176	
	577019	1623 02	ROZZI'S ITALIAN	84 NORTH AVE	BURLINGTON	VT	A 12	165	
3587	585246	1623 02	HANDY'S PARK ST MOBL	24 PARK ST	BURLINGTON	VT	1519-00-00 A 00	76	
	587759	1623 02	ROTARY MART #8	103 SHELBURNE ST	BURLINGTON	VT	1657-00-00 A 12	140	
	595955	1623 02	CHAMPLAIN FARMS #10	NO MAIN STREET	WATERBURY	VT	1657-00-00 A 12	111	
	615941	1623 02	STATE ST. GULF #2	107 STATE ST	MONTPELIER	VT	1657-00-00 A 01	30	
2304	623868	1623 02	VERGENNES VARIETY	65 MAIN ST	VERGENNES	VT	A 12	197	
	649433	1623 02	CHAMPLAIN FARMS #13	56 PEARL ST.	ESSEX JUNCTION	VT	1657-00-00 A 00	90	
	665502	1623 02	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	1657-00-00 A 00	91	
	665918	1623 02	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	A 24	150	

51862 3743

WHOLESALER: 315288 DOWLING INC.

## INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F

BRAND STYLES: FF / FF 100 / LT / LT 100

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	670403	1623 02	FASTOP INC.	RT 100	WATERBURY	VT	1657-00-00	A 04	150
	694308	1623 02	SHORT STOP #143	RT #116 & COMMERCE STREET	HINESBURG	VT	2794-02-00	A 04	145
	703503	1623 02	MORETOWN SHORT STOP	RT. #100	MORETOWN	VT	2681-00-00	A 12	150
3982	704681	1623 02	SHELBURN DISCOUNT BE	1907 SHELBURNE RD	SHELBURNE	VT		A 12	110
	711780	1623 02	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT		A 12	100
	715521	1623 02	UNIVERSITY TEXACO	1110 WILLISTON RD	S BURL	VT	1657-00-00	A 00	
	717498	1623 02	TIFFANY'S MINI MART	88 OAK ST	BURLINGTON	VT		A 04	50
2217	760220	1623 02	BALLARD'S CTY STORE	SHELB FALLS RD	HINESBURG	VT		A 24	145
2539	760698	1623 02	MOBIL SHORT STOP 004	1830 SHELBURNE RD	SOUTH BURLINGTO	VT	2794-02-00	A 00	250
2231	964662	1623 02	WASHBURN SERVICENTER	RR 2 BOX 156	RICHMOND	VT		A 12	103
2300	965513	1623 02	BOURNE'S SERV. CTR.	760 SHELBURNE RD	SOUTH BURLINGTO	VT		A 12	133
2348	113565	1623 03	LEW'S CORNER STORE	89 HEINEBERG DR	COLCHESTER	VT	2794-02-00	A 24	170
2725	113568	1623 03	CAP 'N' CORK	BELWOOD SHOP CTR.	COLCHESTER	VT		A 24	190
2134	113608	1623 03	MINOR'S COUNTRY MKT	RT 104	FAIRFAX	VT		A 24	185
	113645	1623 03	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT		A 12	130
2630	113858	1623 03	B & D SUPER MARKET	MAIN ST	NORTH TROY	VT		A 12	140
2778	343312	1623 03	BP MART	ROUTE 3	PLATTSBURGH	NY	2681-00-00	A 00	90
	475125	1623 03	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	1657-00-00	A 24	142
	502627	1623 03	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT		A 12	159
2513	509373	1623 03	MILTON SHORT STOP022	ROUTE #7	MILTON	VT	2681-00-00	A 12	236
	549130	1623 03	COLONIAL DELI MART	119 SWANTON RD	SAINT ALBANS	VT		A 12	250
3499	576895	1623 03	ALBURG SHORT STOP 36	RTE 2	ALBURG	VT	2794-02-00	A 24	489
	577286	1623 03	TODD'S QUICK STOP	ROUTE 105	SHELDON JCT	VT		A 04	111
2481	583313	1623 03	CHIMNEY CORNER STORE	ROUTE 7	MILTON	VT	1519-00-00	A 12	180
3724	594886	1623 03	MOBIL SHORT STOP 028	ROUTE 7	MILTON	VT	2794-02-00	A 00	100
	615922	1623 03	WINOOSKI EXXON #12	E ALLEN ST	WINOOSKI	VT	1657-00-00	A 01	50
2443	619802	1623 03	SHORT STOP #111	433 CORNELIA STREET	PLATTSBURGH	NY	2681-00-00	A 00	80
	623828	1623 03	MIDDLE ROAD MARKET	MIDDLE ROAD	MILTON	VT		A 12	220
2684	633761	1623 03	MINOR'S DISCOUNT BEV	292 LAKE STREET	ST ALBANS	VT		C 24	1325
	654782	1623 03	RT.#127 FIRST STOP	88 HEINEBURG DRIVE	COLCHESTER	VT		A 12	189
	664545	1623 03	BP SHORT STOP	RR 2	ALBURG	VT	2681-00-00	A 00	150
4448	674955	1623 03	KELLY BAY VAR., INC.	RR 2	ALBURG	VT		C 24	303
	702261	1623 03	SWANTON #111	RT. #78	SWANTON	VT	2681-00-00	A 00	50
	727620	1623 03	P.J.'S MINIT STOP	190 S MAIN ST	ST ALBANS	VT	1657-00-00	A 00	
	759709	1623 03	CIOPPI'S CORNER STR.	66 SOUTH MAIN	ST ALBANS	VT		A 12	103
3617	114518	1623 04	DUTCHIES MKT	MAIN ST	WEST PAWLET	VT		A 12	140
4034	636227	1623 04	JOHNSON'S FUEL SERV	RT 149	PAWLET	VT		C 24	600
2857	367267	1638 01	BOB'S QUICK STOP	RTE. 14	IRASBURG	VT		A 12	100
			STAR ROUTE						
2638	448822	1638 01	ROLAND'S MINI MART	RTE. 302	EAST BARRE	VT		A 24	156
			P.O. BOX 376						
3481	568516	1638 01	CENTER TOWER	RTE. 5	ST JOHNSBRY CTR	VT		A 12	150
	590776	1638 01	FASTOP COASTAL #9	377 N MAIN ST	BARRE	VT	1657-00-00	A 12	98
	615925	1638 01	CHAMPLAIN FARMS #11	HCR 61 BOX 65	NEWPORT	VT	1657-00-00	A 00	40
2378	623878	1638 01	OCTANE INC SHORTSTOP	RTE. 5 013	DERBY	VT	2681-00-00	C 00	250
4284	659599	1638 01	BERLIN SHORT STOP	324 BERLIN/MONTPELIER ROAD	BARRE	VT	2794-02-00	A 00	180
	679268	1638 01	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBURY	VT	1657-00-00	A 12	130
	683709	1638 01	DAVE'S TEXACO	13-15 SOUTH MAIN STREET	BARRE	VT	1657-00-00	A 24	71
3045	114346	1638 04	UNION ST STORE	UNION ST	BRANDON	VT		A 12	105
2883	114493	1638 04	MR CS	N MAIN ST	RUTLAND	VT		A 24	106

51862 3744

09/13/96 15:57

SIS - VAP SCROLL LIST

IMS904B1 PAGE: 045

WHOLESALER: 315288 DOWLING'S INC.

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F

BRAND STYLES: FF / FP 100 / LT / LT 100

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCP	Volume
3060	425673	1638 04	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	A 24	137	
	437115	1638 04	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	1657-00-00 A 12	118	
	615934	1638 04	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	1657-00-00 A 12	100	
2450	623941	1638 04	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	2681-00-00 A 00	109	
4110	633296	1638 04	TOM'S AUTO MART	CASTLETON CORNERS RTE. 30	CASTLETN	VT	A 12	109	
3352	663162	1638 04	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	2681-00-00 A 12	216	
4430	670402	1638 04	OCTANE SHORT STOPING	ROUTE 4 EAST	RUTLAND	VT	2681-00-00 A 12	100	
	691069	1638 04	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	A 24	201	

Total Accounts 105

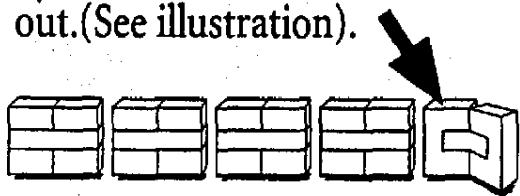
51862 3745

# WHOLESALER PACKING INSTRUCTIONS

## VALUE-ADDED PROMOTIONS - 4TH QTR. '96

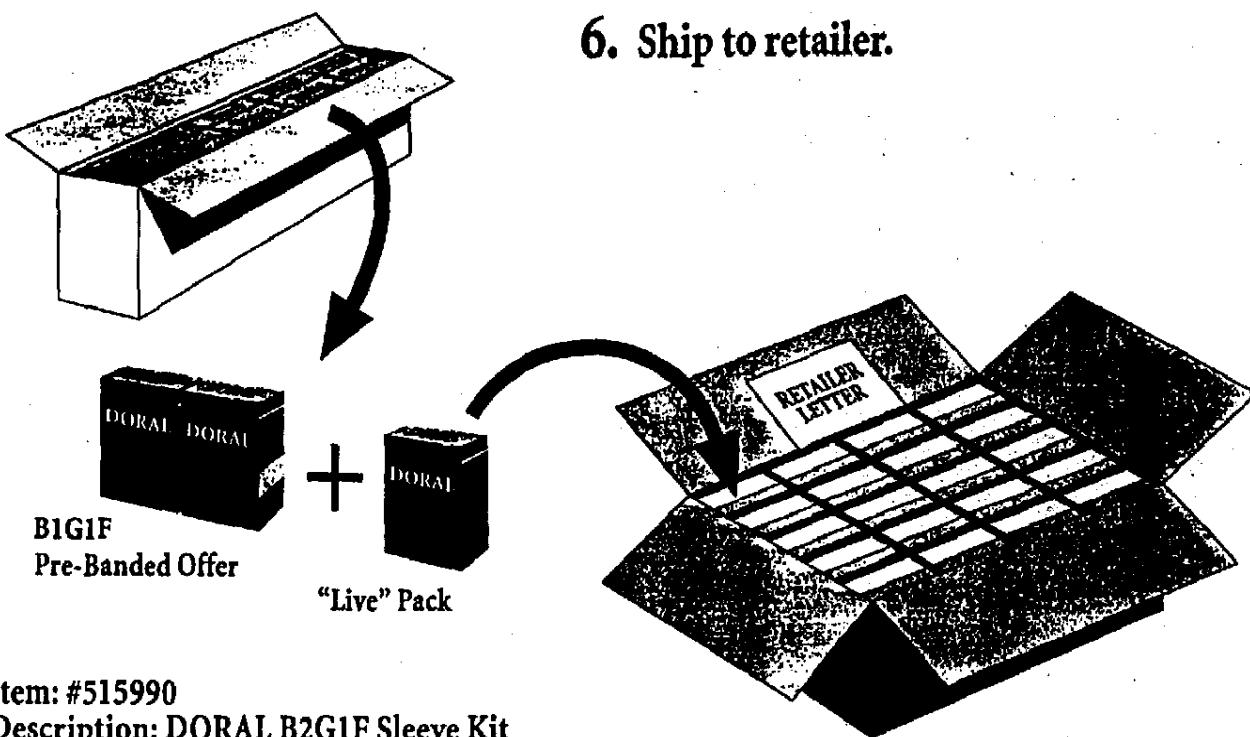
### December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains Five Prebanded 2-Pack B1G1F DORAL offers. Four offers are banded side-by-side. The fifth offer folds out. (See illustration).



#### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



Item: #515990

Description: DORAL B2G1F Sleeve Kit

Brand Style	fff Kg	Lt 100					
Number of Cartons	2	2					

51862 3746

402 SMS584N1  
ORDER FROM: 16XXXX  
SHIP TO: 1623 / 315288

SALES MATERIALS SYSTEM  
ORDER REVIEW

11/06/96 13:49  
ORDER NUMBER: 6311-0633

SKU (LINES 1 - 1 OF 1 SHOWN)  
QTY ITEM DESCRIPTION----- UNITS/SKU  
105 515990 DOR B2G1F SLEEVE KIT 20 BOX

MAXIMUM ORDER	ORIGINAL ALLOC	L E	REMAIN ALLOC
QTY	QTY V		QTY
8970	R		4220

=====(\* ASTERISKS INDICATE THAT THE MAXIMUM ORDER QTY WAS ORIGINALLY EXCEEDED  
PF3 - RETURN TO PREVIOUS SCREEN PF7 - SCROLL UP  
PF4 - CONTINUE WITH ORDER PF8 - SCROLL DOWN  
PF12 - MAIN MENU PF1 - HELP

*Dowling*

51862 3747

GHCP10RN1610XX TEMPORARY PAYMENT DETAIL REPORT

12/09/96

ACCOUNT NUMBER: 315288	DOWLING'S INC.
VOUCHER NUMBER: 15335228	92 CATAMOUNT DR.
DATE WRITTEN: 12/09/96	BOX#1002
STATUS: PAID	MILTON, VT 5468
AMOUNT PAID: 210.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	7.50	210.00

EXPLANATION: DEC DORAL B2G1F 601794 / RT

51862 3748